



CALPEEK

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U.S. SENATE RACES: AFTER THE L.A. RIOTS.

Editor's note: Reaction to the L.A. Riots from the GOP and Demo Senate candidates running this June 2nd was fairly predictable. Here is CALPEEK's analysis & commentary...

...Among the Republican contenders, both Bruce Herschensohn and U.S. Rep. Bill Dannemeyer provided combative rhetoric designed to make their committed supporters drool with delight and give editorial writers something to denounce. Something for everyone. The messages from hardliners in general was that the rioting and looting was the work of thugs and gangbangers; and if YOU (Joe & Jane Citizen) want protection, buy a GUN because the LAPD doesn't have the resources to protect you during a riot...

...BUT it's Demo U.S. Rep. Mel Levine, running in a very tight race with rivals Leo McCarthy and Barbara Boxer for the Cranston seat, who is making news. On May 13 Levine returned to TV with a series of 30-sec. endorsement spots featuring elected officials who are backing him. One of the spots is called "LAW & ORDER." It features Yvonne Burke (running for L.A. Co. supervisor) and CA Organization of Police & Sheriffs Pres. Don Brown. In this ad, Levine says, "It's a failure of political leadership. A Democratic society can't tolerate mob rule." While not as combative as the stuff from Dannemeyer or Herschensohn, the tone is CLEAR. What's not clear is who Levine is attacking on question of "failed leadership." Is he talking about Mayor Tom Bradley? The L.A. City Council? President Bush? Needless to say, the news media is giving Levine TONS OF PUBLICITY, analyzing the spot and trying to speculate whether Levine will make his point with Demo voters...

...FYI: If you live in the L.A. area, ML's LAW & ORDER spot will be played 50% of the

time, but it WON'T be seen in other media markets. Yvonne Burke makes out like a champ with all that FREE TV exposure, courtesy of ML. Her rival in the June 2nd primary, State Sen. Diane Watson, must be steamed. Question: does ML have to report the TV ad as a contribution to Burke???

CAMPAIGN '92: UPDATE ON KEY PRIMARY RACES.

Editor's note: There are 2 weeks to go before the June 2nd primary. Here is our update on House & Legislative primaries...

• 36th C.D. - UPDATE. Insiders believe this high profile GOP primary has boiled down to former 1st daughter Maureen Reagan and L.A. Councilwoman Joan Flores. Bill Beverly may be a factor, but most CALPEEK sources think he'll finish behind the front-runners. MONEY is tight, but Reagan and Flores are the best funded and most visible of the 11 GOP rivals. Reagan has called upon the expert fundraising abilities of her dad several times, while sources tell CALPEEK that Councilwoman Flores will spend a good deal of the last 15 days "dialing for dollars." Want to see the candidates in action? There are at least 3-4 debates and forums scheduled between now and election day. May 14 - So. Bay Republican Women; May 21 - Paragon Cable TV Candidates Forum; May 27 - Citizens Forum in Torrance; and May 30 - Century Cable TV. FYI: On the Demo side, Jane Harman should win big...

• 30th C.D. - UPDATE. This 60.49% Demo registration district in the heart of L.A. City features 8 Demos, with 5 considered SERIOUS. The frontrunners include Assemblyman Xavier Becerra, L.A. School Bd. member Leticia Quezada and Demo fundraiser/attorney Albert Lum. In the 2nd tier are businesswoman Helen Hernandez and educator

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Jeff Penichet. Of the 5, Penichet is the SURPRISE. He's got money and has hired a Seattle-based campaign firm, FDR. His 3 hit mailers aimed at "career politicians" are impacting, especially on Quezada and Becerra. Becerra was out with the first AV mailer. While the 30th C.D. has a heavy Hispanic population, only about 30% of the registered voters are Hispanic, meaning a candidate such as Lum (Asian) has a good shot in a crowded primary IF he has a solid GOTV effort. Paula Willins is Lum's daily mgr. and Susan Burnside is handling GOTV. CALPEEK rates this primary as a toss up between Becerra, Quezada and Lum, with Penichet a longshot. Hernandez has made lots of noise with her FEMINIST support, but it may not be enough...

- 20th S.D SPECIAL - UPDATE. GOP candidate Carol Rowen now knows what it's like to battle a 20-ton political giant. Senate Pres. David Roberti(D) has taken off the gloves and is teaching Rowen the basics of HARDBALL POLITICS. Here's what happened recently to Rowen. Rowen's main GOP primary opponent, businessman David Honda, has endorsed ROBERTI. So has the liberal West-side group, Women For, which overlooked Roberti's PRO-Life views. Rowen ended up with the endorsement of the NRA, the CA Rifle & Pistol Assn.(CRPA) and the pro-gun group known as Californians Against Corruption. Roberti is making hay on these gun endorsements, noting that police and firemen were the TARGETS of shooters during the recent riots in L.A. In addition to these hits, a group of valley residents filed an action with the AG and DAs of L.A. & Sacto, charging Rowen with a violation of the Ronald Reagan Law, which forbids campaigns from sending out materials with unapproved signatures. Two letters for Rowen reportedly signed by Assemblymembers Bill Filante and Tricia Hunter MAY have been sent without a final OK by the GOP lawmakers. There is even more bad news for Rowen. GOP voters in the 20th S.D. got a letter noting that in 1986 and 1987, Rowen worked with her campaign manager, Marlene Bane, to help raise money for Assembly Demos. Oppps. Bottom-line: Advantage Roberti...

- 25th A.D. - This OPEN A.D. in the Central Valley could be a major battleground in November, with a 41.7% GOP vs. 49.20% Demo registration. There are 4 Demos, with Modesto School Bd. member Margaret Snyder

favorable to win the primary over Stanislaus Co. Demo activist Mike Kirros and Fresno attorney Chuck Barrett. Madera Councilman Patrick O'Rourke also is in the primary, but isn't favored because of his PRO-Life views...

...On the GOP side, it's more of the same fighting — Wilsonites Vs. hardline conservatives. Carrying the Wilsonite banner is publisher Bill Mattos. Gov. Wilson appointed Mattos to the Stanislaus Co. Bd. of Supes in early 1990, but Mattos wasn't able to hold it in the November 1990 election, even with a war chest of \$100,000. He's got signs up all over the A.D., but that may not be enough. Barbara Keating-Edh, who carries the hardliner's banner, is mouting a major effort. Keating-Edh is backed by PRO-Life and PRO-gun groups and she's got some very solid endorsements, such as from former Congressman Norm Shumway. The Howard Jarvis Taxpayers Assn.(HJTA) also has endorsed her — and they paid for an AV mailer too. George House, Michael Hofman and Kris Stuebner aren't players in this primary, but perhaps Tuolumne Co. Sup. Norm Tergeson might be. He's the wildcard in this primary: conservative on most issues, but claims to be PRO-Choice. CALPEEK gives Keating-Edh a slight edge over Mattos...

- 44th A.D. - This Pasadena area A.D. is yet another battleground for Wilsonites vs. hardliners. There are 10 GOPers in this OPEN A.D. with heavy (46.41%) Republican registration. However, CALPEEK sources say the battle has turned into a 3-way fight between hardliner Bill Hoge, former CRA president; former Pasadena Councilman Stephen Acker, another PRO-Life hardliner; and school board member Barbara Pieper, a PRO-Choice moderate. Kathleen Crow is running Acker's campaign, with Brian Lungren doing the mail. Veteran GOP consultant Bob Gouty is in charge of Hoge's campaign, while Pieper has retained McNally-Temple. Conservatives believe the race is between Hoge and Acker, while the Wilsonites claim that the hardliners will split the conservative vote thus allowing Pieper to squeeze in. Problem is there are other candidates who may influence the outcome of this primary. Wilbert Smith, a black banker and Pasadena Board of Education member, has a fair-sized following and has won an important endorsement from CCPOA. And then there's Lee Prenziss, an ex-So. Pasadena Councilman and

LAPD detective supervisor. Smith and Prentiss could hurt any of the frontrunners. The KEY to this primary will be GOTV. Both Pieper and Hoge did an AV program. If Hoge can mobilize his CRA troops, then he'll have an edge. For now, CALPEEK rates this primary a toss up between the top three...

- 45th C.D. - UPDATE. In this Orange County C.D. the favorite continues to be U.S. Rep. Dana Rohrabacher(R), but challenger Peter Green, councilman from Huntington Beach, has picked up the endorsement of the Sierra Club...

- 46th C.D. - UPDATE. In the neighboring C.D. where ex-Judge Judith Ryan is attempting to oust GOP U.S. Rep. Bob Dornan, the Ryan forces are holding a major fundraiser, 5:30 p.m. to 7:30 p.m., May 21, with Mary Dent Crisp of Nat'l Republicans for Choice as the keynote speaker. For info (714)850-2010. The list of co-hosts reads like the WHO'S WHO of feminist politics. A certain conservative radio talk show host might have a ball with this group. Then at 10 a.m., May 30, the Ryan forces are holding a major rally at their campaign HQ, 1325 West Warner, Santa Ana. For info (714)850-2010. Despite all the brave talk, an upset by Ryan isn't likely to happen...

- 64th A.D. - This Riverside Co. A.D. was the old stomping grounds of retiring Demo Assemblyman Steve Clute. With Clute out, Demos are banking on attorney Jane Carney to hold the fort come November. That might be difficult because the A.D. leans GOP with a 43.88% registration (vs. 47.18% for the Demos). There are 4 GOPers in this primary, but it's difficult to tell one hardliner from another. R.M. "Cook" Barela is a PRO-Life policeman/pastor; Ray Foster is a PRO-Life LAPD sgt.; Sara Lampe is a PRO-Life businesswoman; and Ted Weggeland is a PRO-Choice businessman. Despite his PRO-Choice stance, Weggeland is rated "unsatisfactory" by CARAL because he's opposed to public funding. Russo-Marsh is running Weggeland's campaign. He's done an AV program and is banking on his PRO-gun stance and pro-business platform to get him through the primary. CALPEEK rates Weggeland a slight favorite at this point...

- 67th A.D. - UPDATE. This is the 3-way GOP battle between Assemblymembers Doris

Allen, Nolan Frizzelle and Tom Mays. The winner will face Demo Ken LeBlanc, who has hired consultant Pam Zanelli. Mays has signs up all over the A.D. Both Mays and Allen did AV programs. Frizzelle's campaign is said to be anemic and lacks MONEY. Best guess is that Mays and Allen are the frontrunners, unless Frizzelle gets an infusion of money. Stay tuned...

INITIATIVE TIME TABLE: DEADLINE SCHEDULE.

Editor's note: Here's a table that lists the names of the various initiative measures which are still out in the field and the deadlines for submitting names to the CA Secretary of State. The letters "C/A" means constitutional amendment, while "S" means statute...

Initiative Name	Deadline	
State Bar	5/18/92	S
State Park Fees	5/21/92	S
Graffiti Tax	5/26/92	S
Balanced Budget/Taxes	6/1/92	C/A
Sales Tax	6/1/92	S
Taxes, Referendum	6/1/92	C/A
Gaming (Adelanto)	6/8/92	C/A
Forest Watershed	6/15/92	S
Healthcare II	6/19/92	S
Driving & Alcohol Init.	6/22/92	S
English Language Instruct.	6/26/92	S
Term Limits I - Anderson	6/29/92	C/A
Reasonable Attorneys Fees	7/13/92	S
Auto Accident Insurance	7/17/92	S
Education	7/27/92	C/A
Term Limits - County/City	8/3/92	C/A
State Taxes	8/17/92	S
Fines and Bail	8/27/92	S

...Seven measures have been turned in for qualification and one measure, the Death With Dignity Initiative, has qualified for the November 1992 ballot...

TO CALPEEK SUBSCRIBERS: CHANGE OF ADDRESS.

If you're planning to move or have already done so, PLEASE send CALPEEK a change of address memo/notice/letter WITH your current CALPEEK mailing label. The label contains a code which makes it easy to quickly process the change of address. Thanks...

WIPA TO HOLD BACK-TO-BACK EVENTS IN L.A.

Women In Public Affairs (WIPA) will conduct an evening reception to MEET THE CANDIDATES on May 19, followed by WIPA's regular monthly luncheon on May 21 featuring a panel discussion on ECONOMIC growth and the ENVIRONMENT. The May 19 event at the Tower Restaurant in downtown L.A. runs from 6 p.m. to 7:30 p.m. Cost is \$10. Invited candidates include L.A. DA candidates Gil Garcetti, Bob Tanenbaum & Sterling Norris; plus congressional and legislative candidates. RSVPs to Frances Williams (213)483-1581 by Friday, May 15. The May 21 panel discussion features Chair Jananne Sharpless of the CA ARB; SCAQMD member Sabrina Schiller and Jack Kyser, chief economist of the L.A. Co. Economic Development Corp. For RSVPs, Anne Louise Rice (213)839-8120...

L.A. CITY CHARTER AMENDMENT F: POST-RIOT.

Editor's note: With two weeks to go, CALPEEK takes a look at L.A. Charter Amendment F, which would place term limits on the police chief; spell out new guidelines for hiring and firing a police chief; and would give the civilian police commission more control over the LAPD. Here is CALPEEK's update and analysis...

...Will Measure F prove to be a winner at the ballot box on June 2nd? Many insiders are split, some speculating that the L.A. Riots did more HARM than good. But others say Police Chief Daryl Gates and his actions have given the YES on F side a big ADVANTAGE...

...In fact, many CALPEEK sources agree that GATES has become a focal point in the debate. Had Gates NOT gone to a NO on F FUNDRAISER on the night the riot started, he might not have been such a lightning rod in the debate. The YES on F campaign doesn't like the idea of making Gates the central issue - and that's understandable. Citizens for Law Enforcement and Reform (CLEAR) prefer that voters look at the merits of Measure F and note that pre-riot polling showed the public in support of the Christopher Commission Report and the commission's recommendations. Post-riot, the question has become less clear...

...Tactically, the YES on F forces are on the 3 major GOP slate cards - a major coup for the campaign. If GOP voters follow the

slate card recommendations, this will cut the NO side's key base of support. The big question for the YES on F forces is whether the major DEMO slates will carry a YES message? We'll know soon enough. Another question of concern to the YES side will be the size of the voter turnout in L.A.'s black community. Some insiders think the turnout has to be heavy to insure a win...

...The Measure F campaign is also forcing Demo U.S. Senate candidates to pick sides. U.S. Rep. Barbara Boxer and Lt. Gov. Leo McCarthy have come out in FAVOR of F, but U.S. Rep. Mel Levine won't take a position. And oddly enough, many of the Westside elected leaders are ducking F. U.S. Rep. Henry Waxman, Assemblymembers Burt Margolin and Terry Friedman and State Sen. Herschel Rosenthal are SILENT. So is State Sen. David Roberti, who is locked in a tough special election. The two exceptions on the Westside are U.S. Rep. Howard Berman and Assemblyman Tom Hayden. Hayden is using YES on F as an issue in his bid to win the 23rd S.D. primary. Why are some Westside Demos ducking Measure F? They're AFRAID of a hit in November by the L.A. Police Protective League, which is backing the NO side of Measure F...

NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook...

- U.S. Rep. Howard Berman(D-Panorama City) has appointed Rose Castaneda as AA and director of the CA district office. She has been on staff since 1986...

- Crime Victims United claims to be the State's 1st PAC dedicated solely to the struggle for victims' rights. Harriet Salarno is CVU's chair. For info (916) 449-9611...

- Marty Dyer has been appointed as chief deputy director of the Dept. of Parks and Recreation. Dyer was staff director of the GOP Assembly Caucus from 1976-79 and was a govt. relations mgr. for Tosco Corp. from 1980-83...

- Steven G. Crosby has joined the L.A. office of Burson-Marstell as a vp/sr. consultant. Crosby used to work for GOP Assemblyman Pat Nolan and was PA director for the CA Forestry Assn...